

# Andrews & Kurth

L.L.P.  
ATTORNEYS

4400 THANKSGIVING TOWER  
Dallas, Texas 75201

telephone: (214) 978-4400  
telecopier: (214) 978-4401

other Offices:  
washington, d.c.  
houston  
the woodlands  
los angeles  
new york  
london  
John Dugdale  
(214) 777-4525

E-Mail Address:  
jdugdale@andrews-kurth.com

February 4, 1997

## BY TELEFACSIMILE WITH ORIGINAL TO BE HAND-DELIVERED

Russell Hewit  
Dughi & Hewit, PC  
340 North Avenue  
Cranford, NJ 07016

Re: *Passaic River Study Area - Congoleum Corporation*

Dear Russell:

As discussed, enclosed please find publicly-available documentation compiled by Chemical Land Holdings, Inc. (CLH) that supports CLH's contention that Congoleum Corporation's (Congoleum's) Kearny facility discharged, both directly and indirectly, hazardous substances into the Passaic River. In addition, the enclosed Passaic Valley Sewerage Commission (PVSC) waste effluent survey indicates that Congoleum's Kearny facility operated actively into the 1970s, while the enclosed in-house newspaper supports the view that Congoleum maintained a corporate presence until the mid-1980s.

As you know, you had repeatedly requested of me and CLH's Richard McNutt that we provide you with some of the information CLH has gathered to assist you in preparing Congoleum's response to the information request letter submitted by Region 2 of the Environmental Protection Agency (EPA) pursuant to the authority of Section 104(e) of the Comprehensive Environmental Response, Compensation and Liability Act (CERCLA), 42 U.S.C. § 9604(e). In the spirit of cooperation, and in the hopes that the enclosed may persuade Congoleum of CLH's view that Congoleum's historical operations of the Kearny facility did in fact contribute to the hazardous substance contamination of the Passaic River Study Area, CLH has complied with your request.

846530001

Russell Hewit  
February 4, 1997  
Page 2

Andrews & Kurth  
l.l.p.

Mr. McNutt and I look forward to discussing the enclosed with you this Thursday, February 6. Should you require any clarification of the enclosed materials, please do not hesitate to contact either of us at Kroll & Associates' Parsippany office at (201) 331-0700.

Very truly yours,

A handwritten signature in black ink, appearing to be 'John Dugdale', with a stylized initial 'J' and a long, sweeping horizontal line extending to the right.

John Dugdale

Enclosures (6)

Cc: Paul Bohannon, Firm  
Richard McNutt, CLH  
Amelia Wagner, EPA

846530002

*sent to Mr. Van Dyne*  
pvsu  
April 30, 1928.

Mr. J. Ralph Van Dyne,  
Chief Engineer,  
Passaic Valley Sewerage Commission,  
Newark, N.J.

Dear Sir:-

The following is a list, very complete, of sources  
of pollution:-

TOWN SEWERS.

Bloomfield.

Sanitary sewer at Glenwood and Llewelyn Aves frequently  
overflows manhole and runs into Second River.

Sanitary sewer in Watsessing Park at Roosevelt Avenue broken  
sewage constantly escaping to Second River.

Storm sewer at Franklin Street bridge discharges chemical  
industrial wastes to Second River.

Storm sewer at Glenwood Avenue and Llewelyn Avenue discharges  
sanitary sewage to Second River.

Storm sewer at Farrand Street, discharges acid wastes to  
Toney's Brook, tributary to Second River.

Meadowbrook culvert discharges laundry and chemical wastes  
to Meadow Brook, tributary to Second River.

Belleville.

Sanitary sewer east of Belwood Park depot continually discharging  
sewage to Second River.

Sanitary sewer from Belwood Park section, north of Erie R.R.,  
continuously discharging sewage to Second River.

Sanitary sewer, near Copper Mills, appears broken. Continuous  
seepage through wall into Second River.

Storm sewer, foot of Little Street, discharges acid wastes with  
heavy red sediment from chemical works.

Storm sewer, foot of Joralemon Street, suspicious discharge at  
times.

846530003

Pollutions from industrial plants, Continued.

#6.

Sanitary sewage only, continued.

*not for Jones*  
**Congoleum-Mairn Co.,  
Kearny.**

This pollution is caused by the town sewers of Kearny being blocked by sand. The pollution is listed under the name of the firm because the sewage is coming from an outlet of their interception chamber. This firm went to considerable expense and trouble to put in an interception chamber and have given no trouble until recently. This discharge of sewage is caused by the blocking of the town sewer. As to this matter very thoroughly and see if we cannot help them.

Pollutions from industrial waste only.

There are at least 6 factories in Bloomfield which send polluting wastes to the rivers through the storm sewers of Bloomfield. As has been reported before, these pollutions should be referred to the town as it has been the policy to connect industrial wastes to the storm sewers. Some of these plants are a mile away from the river and it is hardly fair to list them as polluters under the circumstances.

**City Stables, East Orange.**

They are very careless about spilling road oil around this yard. The oil escapes down a surface drain to Second River. This has been called to their attention several times.

**Miner-Edgar Alcohol Co.,  
Newark.**

Pollution from suspension of Calcium Sulphate in Sulphuric Acid not been abated. Now in hands of receiver but not operating by recent reports.

**Analagated Dyestuff and  
Chemical Co., Newark.**

Wastes have been re-segregated and polluting matter put down a deep well as temporary expedient. Samples indicate that trouble has not been eliminated, but would appear to have been reduced.

**Concrete Industrial Co.,  
formerly Fairlawn Sand Co.  
Fairlawn.**

Only operate in Summer. This year they are going to settle sand before discharge to river.

**Flinkote Co.,  
East Rutherford.**

In spite of changes made, much oil escapes to creek in time of storm. Also finely ground mica. This is because of drainage situation in this section.

**Hanlon, Goodman, Co.  
291 Riverside Ave.  
Newark.**

A discharge, increasing in amount, has appeared from this plant. It consists of soapy water which has been used for washing brushes.

**National Grain Yeast Co.,  
800 Mill St. Belleville.**

Polluting discharge from yeast mash.

846530004

January 28, 1930.

The Passaic Valley Sewerage Commissioners,  
24 Stanford Place,  
Newark 2, New Jersey.

Gentlemen:- Stream Contaminations during November, and December, 1929.

Departures from normal in the quality of the liquids discharged to the streams which are under the jurisdiction of the Passaic Valley Sewerage Commissioners, and other features of potential temporary contaminations of the streams, together with the means of correction applied, are described briefly in the following list:-

November 2, ROCHESTER LAMP BRACE DISPOSAL PLANT.

This plant is overloaded and the operator finds it necessary to by-pass incompletely treated sewage into Saddle River almost every day.

November 9, CONSOLIDATED SEWER, INC., HENRY.

Sanitary sewer overflows to Passaic River caused by overloaded sewer chamber. This condition will continue until some changes are made so that the waste coming from the plants 24" line can enter a line large enough. The present line connecting the chamber to the Henry Sanitary Sewer is only 9".

November 14, THURGOOD HOUSE and RETAIL, 143-145 RIVER ST., PATTERSON.

Our inspector reports that the tenants of this building are throwing refuse into Passaic River and his inspections report the banks of the river are littered with rubbish.

November 16, ALVIN TRUCKING CO., STATE HIGHWAY #17, LARKEN.

A trailer truck belonging to the above company had an accident when the axle on the truck broke causing a hole to be punctured into the tank compartment. This allowed a small amount of fuel oil to escape which drained into Passaic River, as the accident happened Passaic Avenue, Henry. The Henry fire department assisted in cleaning up the surface oil and very little reached Passaic River.

November 23, FRIGHT BOILING ALFRED, PASSAIC AVENUE, LARKEN.

Tenants of this building have thrown all their refuse (sweepings, old papers, cartons, steel wool from floor waxing machine, etc.) on the bank and into Saddle River. Our inspector after several visits had the owner clean up this refuse.

846530005

**- EXCERPT RE-TYPED FROM ATTACHED ORIGINAL -**

January 26, 1950

The Passaic Valley Sewerage Commissioners,  
26 Branford Place  
Newark 2, New Jersey

Gentlemen:- Stream Contaminations during November, and December, 1949.

Departures from normal in the quality of the liquids discharged to the streams which are under the jurisdiction of the Passaic Valley Sewerage Commissioners, and other features of potential temporary contaminations of the streams, together with the means and correction applied, are described briefly in the following list:-

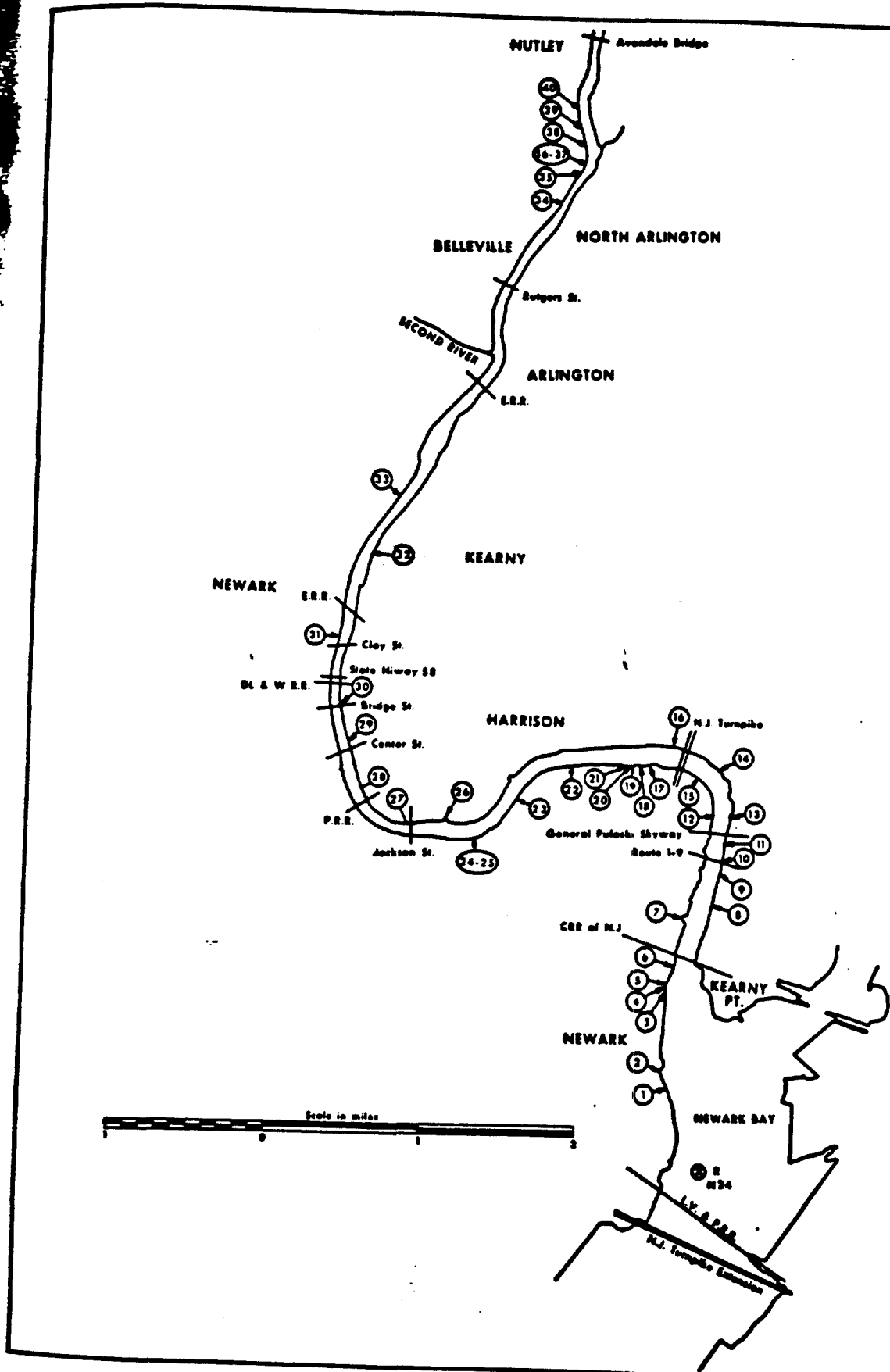
November 9,

CONGOLEUM-NAIRN, INC., KEARNY

Sanitary sewer overflows to Passaic River caused by overloaded sewer chamber. This condition will continue until some changes are made so that the waste coming from the plants 24" line can enter a line large enough. The present line connecting the chamber to the Kearny sanitary sewer is only 9".

REPORT ON THE  
QUALITY OF THE INTERSTATE WATERS  
OF THE  
LOWER PASSAIC RIVER AND UPPER AND LOWER BAYS  
OF NEW YORK HARBOR

U. S. DEPARTMENT OF THE INTERIOR  
FEDERAL WATER POLLUTION CONTROL ADMINISTRATION  
NORTHEAST REGION  
HUDSON DELAWARE BASINS OFFICE  
Edison, New Jersey  
November 1969



Map 1

846530008



TABLE 4 (Cont'd.)

| Map Ident. No. | Source Municipality                                | River <sup>2/</sup> Mile | Pipe Size  | Est. Flow mgd   | Temp. °C   | BOD mg/l                                      | Total Suspended Solids mg/l              | pH                                   | Total Coliform Org./100 ml   | Fecal Coliform Org./100 ml  | Remarks   |
|----------------|--|--------------------------|--|---|--|---|--|--------------------------------------|--|---|---|
| 19             | Interstate Soap Co. <sup>1/</sup> Newark           | 3.3                      | Flow from under building   | -   | -  | -   | -  | -                                    | -  | -   | BOD - > 420 mg/l,<br>Ether sol. = 145 mg/l,<br>pH = 5.8 suspended solids = 1104 mg/l              |
| 20             | Lockwood Street Storm Sewer <sup>1/</sup> Newark   | 3.4                      | Undetermined size  | -   | -  | -   | -  | -                                    | -  | -   |   |
| 21             | Benjamin Moore Paint <sup>1/</sup> Newark          | 3.4                      | 60", 10"   | 60" = slight<br>10" = .01                             | 24.5<br>21.5   | 18.2<br>nil                                   | 178<br>62                                | -<br>-                               | 45x10 <sup>4</sup><br>73x10 <sup>2</sup>   | 30x10 <sup>2</sup><br>16x10 <sup>1</sup>  | 60" - BOD = 61 mg/l<br>pH = 7.7 <sup>1/2</sup><br>10" - BOD = 183 mg/l<br>pH = 7.2 <sup>1/2</sup> |
| 22             | Shorvin-Williams Newark                            | 3.6                      | 4"<br>12"<br>6"<br>8"x10" opening<br>7"<br>3"<br>18"<br>Several others | 0.05<br>0.25<br>0.60<br>0.12<br>0.01<br>-<br>-        | 30.2<br>25.0<br>25.0<br>36.0<br>25.0<br>-            | nil<br>nil<br>nil<br>63.5<br>41.4<br>-        | 132<br>92<br>132<br>120<br>14<br>-       | 6.7<br>7.4<br>7.0<br>7.0<br>5.3<br>- | 43x10 <sup>4</sup><br>60x10 <sup>3</sup><br>21x10 <sup>4</sup><br>86x10 <sup>3</sup><br>10<br>-  | 90x10 <sup>2</sup><br>44x10 <sup>2</sup><br>90x10 <sup>2</sup><br>33x10 <sup>2</sup><br>4<br>-  | Colored discharge   |
| 23             | Bath Smelting & Refining Co. <sup>1/2</sup> Newark | 4.0                      | 10"  | -   | -  | -   | -  | -                                    | -  | -   |   |
| 24             | Storm Sewer <sup>1/2</sup> Newark                  | 4.4                      | 36"  | -   | -  | -   | -  | -                                    | -  | -   | pH = 7.3, Ether sol. = 2.0 mg/l   |
| 25             | Hott Street Storm Sewer <sup>1/2</sup> Newark      | 4.5                      | 41"  | 0.7 <sup>1/2</sup>                                    | 20.5   | nil   | 2 <sup>1/2</sup>                         | 6.0                                  | 15x10 <sup>4</sup>   | 70x10 <sup>2</sup>  |   |
| 26             | Storm Sewer from Ind. Area Harrison                | 4.6                      | 6"x6"  | -   | -  | -   | -  | -                                    | -  | -   |   |
| 27             | Public Service <sup>1/2</sup> Harrison             | 4.8                      | 72"  | Small   | 27.0   | nil   | 164                                      | 6.8                                  | 62x10 <sup>3</sup>   | 27x10 <sup>2</sup>  | pH = 6.5, Ether sol. = 160 mg/l <sup>1/2</sup>  |
| 28             | Otis Elevator <sup>1/2</sup> Harrison              | 5.2                      | 18", 8", 6", small pipes   | -   | -  | -   | -  | -                                    | -  | -   | Ether sol. = 363 mg/l <sup>1/2</sup>  |
| 29             | BOPCO Harrison                                     | 5.6                      | 4"<br>4"<br>4"<br>12"<br>6"<br>24"<br>6"                               | 0.02<br>0.003<br>0.09<br>0.20<br>0.08<br>0.08<br>0.08 | 19.0<br>20.5<br>25.0<br>37.0<br>24.5<br>24.0<br>37.0 | nil<br>nil<br>nil<br>nil<br>nil<br>nil<br>nil | 4<br>8<br>132<br>72<br>164<br>200<br>154 | -<br>-<br>-<br>-<br>-<br>-<br>-      | 24x10 <sup>2</sup><br>10<br>99x10 <sup>3</sup><br>66x10 <sup>3</sup><br>10x10 <sup>4</sup><br>20x10 <sup>4</sup><br>79x10 <sup>3</sup> | 12x10 <sup>1</sup><br>4<br>75x10 <sup>2</sup><br>51x10 <sup>2</sup><br>11x10 <sup>3</sup><br>17x10 <sup>3</sup><br>65x10 <sup>2</sup> | Pipes flowing samples could not be taken<br>8": Ether sol. = 699 mg/l<br>pH = 6.0 <sup>1/2</sup>  |
| 30             | Storm Sewer Harrison                               | 6.1                      | 15"  | -   | -  | -   | -  | -                                    | -  | -   | Colored discharge   |
| 31             | Hillside Metal Products Newark                     | 6.4                      | 8"<br>8"<br>6", other pipes  | 0.01<br>0.05<br>-                                     | 21.0<br>37.0<br>-                                    | 3.8<br>5.8<br>-                               | 50<br>60<br>-                            | 6.8<br>3.5<br>-                      | 30x10 <sup>2</sup><br>39x10 <sup>3</sup><br>-  | 56x10 <sup>1</sup><br>35x10 <sup>2</sup><br>-   |   |
| 32             | Congoleum-Harris, Inc. <sup>1/2</sup> Kearny       | 7.1                      | 4"   | 0.3   | -  | -   | -  | -                                    | -  | -   |   |
| 33             | Pittsburgh Plate Glass Co. Newark                  | 7.3                      | 2-36"<br>several other pipes   | -<br>-  | -<br>-   | -<br>-  | -<br>-                                   | -<br>-                               | -<br>-   | -<br>-  | Pipes flowing samples could not be taken  |

846530009

PASSAIC VALLEY SEWERAGE COMMISSIONERS  
780 Broad Street  
Newark, N. J. 07102

0000:

Date: May 31, 1972

Plant Ref. No. 1.B.H.D. 861

## WASTE EFFLUENT SURVEY

(For Industries Served by the Passaic Valley Sewerage Commissioners)

Plant Name: CONGOLEUM INDUSTRIES, INC., KEARNY PLANT

Address: 160 Passaic Avenue, Kearny, New Jersey Zip 07032

Person and Title to whom any further inquiries should be directed: \_\_\_\_\_

Phone No.: 991-1000

Number of Employees: 297

Number of Working Days Per Week: Five

Number of Shifts Per Day: One Shift Linoleum -- Two Shifts Tile

Area of Property: 27.3 Acres, or \_\_\_\_\_ Sq. Ft.

Type of Industry and 4 digit U. S. Standard Industrial Classification No.: sic 493 3996

Finished Product(s): Vinyl Asbestos Tile, Linoleum, Pastes, Waxes, Adhesives

Average Production: 1971--Tile & Linoleum--4 million sq. y.--Paste & Wax 800,000 gals.

Raw Materials Used: Vinyl Resins, Plasticizers, Stabilizers, Limestone, Pigments, Oils, Burlap

Brief Description of Operations: Processing of Vinyl Plastics--Blending and Calendering Operation--Storage of Raw & Finished Goods.

846530010

Water received in Gallons (Note: multiply cu. ft. x 7.48)

Purchased water in 1971 from: Town of Kearny, New Jersey

1st Quarter 25,491,000

2nd Quarter 29,662,000

3rd Quarter 31,115,000

4th Quarter 35,690,000

Total Purchased 1971: 121,958,000

Well Water

1st Quarter

2nd Quarter

3rd Quarter

4th Quarter

Total well water received in 1971:

River Water

1st Quarter 4,500,000

2nd Quarter 4,500,000

3rd Quarter 4,500,000

4th Quarter 4,500,000

Total river water taken in in 1971: 18,000,000

TOTAL OF ALL WATER RECEIVED IN 1971: 139,958,000

Water Use in 1971:

Water to Product (include evaporated and lost water): 70,800,000 gals. PER YEAR Cooling Tower evaporated City water

Water to Sanitary Sewer: 39,158,000

Water to Storm Sewer, River or Ditch: 30,000,000

TOTAL WATER USE IN 1971: 139,958,000

Name of River, Stream, or Tributary, and location of storm sewer or ditch outlet to river, stream, or tributary: Passaic River

846530011

**ANSWER THE FOLLOWING QUESTIONS ONLY IF THE  
PLANT WASTE INCLUDES WASTE ATTRIBUTABLE TO INDUSTRIAL OPERATIONS**  
(Note: Analyses should be based on a 24-hour composite sample)

Characteristics of Plant Waste discharged to sanitary or combined sewer, after treatment if any. Indicate units of measure where applicable (e.g. Mg/l).

- a) pH: ..... b) Turbidity: .....
- c) Temperature: ..... d) Radioactive? Yes ..... No .....
- e) Solids Concentration:
- 1) Total Solids ..... Volatile ..... Mineral .....
- 2) Suspended Solids ..... Volatile ..... Mineral .....
- f) Oil and Grease Concentration:
- 1) Floatable Oils .....
- 2) Emulsified Oils .....
- g) Chlorides .....
- h) Chemical Oxygen Demand (C.O.D.): .....
- i) 5-day Bio-chemical Oxygen Demand (B.O.D.): .....
- j) Total organic carbon (T.O.C.): .....
- k) Metallic Ions—Name and concentration (Important—list each metal in waste, e.g., chromium hex. and triv. Antimony, Lead, Mercury, Copper, Vanadium, Nickel; give concentration and total daily discharge of each metal.)
- .....
- .....
- l) Toxic Material—Name and concentration e.g., cyanide salts, etc.): .....
- .....
- m) Solvents—Name and concentration: .....
- .....
- n) Resins—Name and concentration (Lacquers, Varnishes, Synthetics): .....
- .....
- o) Date and time span of sample .....

Explain hours, method of discharge of waste to Sanitary Sewer and peak rate of flow, e.g., (continuing for 8 hours per day, 5 days per week at 100 gal./day rate) (batch twice a day for 20 minutes at 100 gal./min.) (Continuous 24 hours steady or with peaks at 2 P.M., peak rate 100 gal./min.) etc.

.....

.....

.....

Characteristics of Plant Discharge to Storm Sewer, River, or Ditch, after treatment if any. Indicate units of measure where applicable (e.g., Mg/l).

a) pH: 6.9 b) Turbidity: \_\_\_\_\_

c) Temperature: Max. 80° F d) Radioactive? Yes \_\_\_\_\_ No x

e) Solids Concentration: \_\_\_\_\_

1) Total Solids 48 ppm Volatile 22 Mineral 26

2) Suspended Solids 3 ppm Volatile --- Mineral ---

f) Oil and Grease Concentration: \_\_\_\_\_

1) Floatable Oils )

2) Emulsified Oils ) Less than 1 ppm

g) Chlorides 46 ppm

h) Chemical Oxygen Demand (C.O.D.): 12 ppm

i) 5-day Bio-chemical Oxygen Demand (B.O.D.): 6 ppm

j) Total Organic Carbon (T.O.C.): 8 ppm

k) Metallic Ions—Name and concentration (Important—list each metal in waste, e.g., chromium hex. and triv. Antimony, Lead, Mercury, Copper, Vanadium, Nickel; give concentration and total daily discharge of each metal.):

None

l) Toxic Material—Name and concentration (e.g., cyanide salts, etc.):

None

m) Solvents—Name and concentration: \_\_\_\_\_

None

n) Resins—Name and concentration (Lacquers, Varnishes, Synthetics): \_\_\_\_\_

None

o) Date and time span of sample: 1/23/72 — Three samples composited into one.

Do you pretreat any waste before discharge? No

If so, describe process and disposal of residue removed: \_\_\_\_\_

Certification of Laboratory doing sampling and making analyses shall be given. Procedures shall be those shown in the 13th edition of Standard Methods for the Examination of Water and Wastewater, where applicable. If no procedure is applicable, the laboratory is to describe method and procedure used in analyses.

Analysis and sampling through  
Betz Environmental Engineer, Inc.  
Betz Laboratories, Inc.  
Trevose, Pa.

Joseph R. Rizzo Master Mechanic  
Signature and title of person preparing report

846530013

ASTTIES

# Congoleum NEWS

MAY 1986

## The story of Congoleum and Kearny: 100 years of building together

George D. Eckhardt named Vice Presi

Thanks to Congoleum, the name of a town in New Jersey is known to millions of retailers and homeowners all over America and world-wide...but what do we, at Congoleum, know about Kearny? During our Centennial, Congoleum News now looks back at the growth of our company and its "home town" over the past century.

We share a fascinating mutual history. Congoleum has helped to shape and influence the community, and townspeople have imparted a very special "flavor" to the company, supplying much of its sense of continuity and tradition.

For example, many employees walk through the General Office main door daily, under a carved name, "Congoleum-Nairn," yet have never known that the name "Nairn" is of Scottish derivation. Scots founded our company and owned it for many years — and in large part that's why Kearny is such a "Scottish town."

To really understand the link, one must go back far more than a hundred years, to 1847, when Michael Nairn began manufacturing painted

"floorcloths" of canvas in Kirkcaldy, Scotland. The first manufactory of its kind in Scotland, the locals called the enormous undertaking "Nairn's Folly," at the outset. Defectors were proved wrong when the new floorcloth, with Nairn's keen attention to design and his drawings for the highest quality product graduated at that time, proved a great success.

Following Michael Nairn's death, firm control of the flourishing business was taken by his second eldest son, Sir Michael Nairn.

Mindful of his father's emphasis on quality and design, sales of the eight-foot-wide floorcloth increased.

In 1877, Nairn switched to a brand-new kind of floor covering — linoleum, a hard and durable product made from linseed oil, cork, resin, wood flour, pigments and burlap for backing. He found that this new product could be manufactured in widths of 4 yards, thereby eliminating a seam. So successful was this new product that, with the demand from overseas growing, Sir Michael Nairn bought a site for manufacturing in the United States. He

chose Kearny, New Jersey.

Kearny, which had been part of Harrison, was founded as a township in the year 1867. At that time the town was partly industrial and partly residential. Great estates lined a one-mile stretch along the Passaic River reaching to Rutherford.

The beautiful waterfront was a place where people fished, swam and boated. The river also met factory needs, supplying water, and a means of shipping materials.

Sir Michael Nairn purchased a ten-acre plot near the riverfront which was the first land sold belonging to the estate of General Philip Wall Kearny, for whom the town was named. A career soldier, he twice won the French Legion of Honor for service to the French army, before being killed in the American Civil War. Earlier in 1857 he built a mansion modeled after a French manor, which local people nicknamed "Kearny Castle." The "castle," which was torn down in 1926, was sited just behind where the present Washington School now stands. The general, however, had

(Continued on page 3)



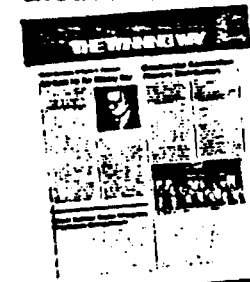
George D. Eckhardt

President Harry F. Pearson has announced the promotion of George Eckhardt to Vice President of Planning and Quality Assurance.

With Congoleum for over 42 years Eckhardt has served since 1981 as Director of Operations, responsible for the design and implementation of recently completed \$25 million Automated Distribution Center.

In recent years, Mr. Eckhardt has served as Manager of Plant Operations, and, subsequently, as Director of Purchasing responsible for the purchase of all raw materials, equipment and operating supplies. ■

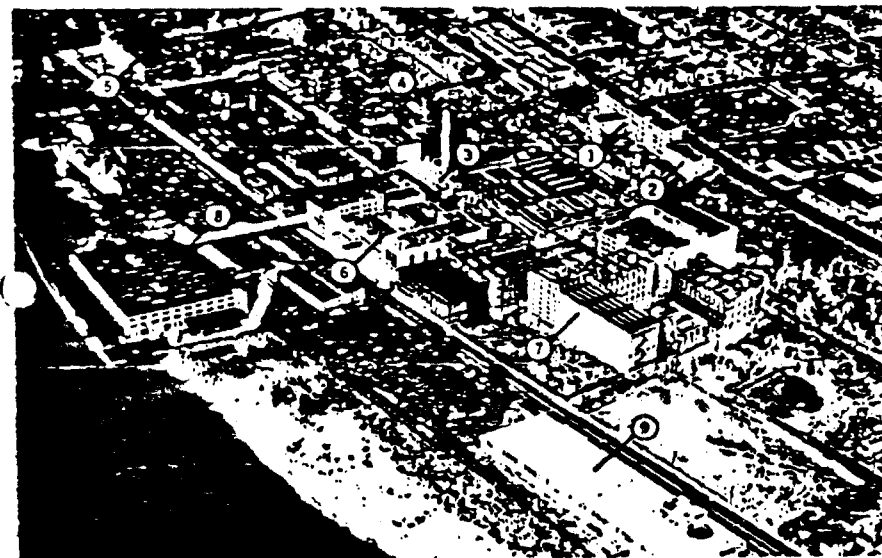
## "Winning Way" issued for distributors



"The Winning Way" is now more than a Congoleum motto — it's also the title of a useful publication, designed to inform distributors and to spur them to promote our products actively.

The bimonthly newsletter made its debut in April, and was mailed

(Continued on page 3)



In this aerial view of the Kearny site in the 1940s Congoleum owned almost all land and buildings shown. Those included (1) General Office; (2) G.O. South wing, the original Nairn office; (3) company-owned power plant; (4) tinoid manufacturing; (5) cork storage shed (near G.O. parking); (6) drying ovens; (7) various plant facilities; (8) factory warehouse — now T&S store; (9) tin-manufacturing plant.

846530014

## Micro, mini, maxi — computer use at all levels expanding and developing

For large modern companies, a "one-size-fits-all" approach to computers is a thing of the past. At Congoleum there are three types of computers functioning today, and each is making news.

Use of IBM micro-computers (PCs) has increased throughout the company and training classes have begun. A Status mini-computer (the next larger size) is the "electronic brain" of the Automated Distribution Center. Our "maxi" facility — the large main-frame computer — has become even more valuable than ever, through its conversion to the latest state-of-the-art software programming.

Recently, Lloyd Brown, Director of Systems; Floyd Beavers, Manager of Microcomputer Resources; and other company executives explained the significance of our computer progress, to employees at Congoleum.

### Micro-Computers (PCs)

"When we had just a few PCs," said Mr. Brown, "training classes weren't possible. Just as you need automobiles to teach driving, we need PCs to train personnel. This is a skill that definitely needs practice. Now that we have many micro-computers, our classes will help people exploit their PC's full potential." Instruction has started with General Office employees, and is planned for other sites as well. Groups of 12, two to a computer, get a one-day introduction to basic operation, and a one-day overview of the most-used software — Word-Perfect, Lotus 1-2-3, dBase, etc. For each learner follow-up lessons focus on the program he or she will be likely to use most often.

Even people who already have been using computers learn a lot from the classes. For example, Mildred Hernandez, Sample Distribution supervisor — who "mostly taught herself" in order to put her data on computer — has said she now knows much more about what a PC can do for an operation.



Accounts Payable Supervisor Laura Tarrant, standing, and Jackie Gonzalez use a desk-top unit retrieve data from the main-frame computer.



Joan Pastore, left, John Thomas, and Rosemarie Rutherford participate in the recent training classes for IBM micro-computers.

Beavers agrees. "Just take, for instance, the Word-Perfect program for word-processing on PCs. It contains an on-line dictionary and thesaurus for spelling corrections and synonyms. In addition, it will do making labels/sorts, mail merges, among other features...but without training, an operator won't realize all that can be done."

Brown and Beavers both asked for greater co-worker awareness of three aspects of micro-computer usage that greatly affect benefits to the worker and the company — Program Selection, Self-Help and Software Backups.

### Program Selection.

"We want you to come to us with problems, not solutions," says Brown. "It's important that the company choose the software program to address a specific need. For instance, some manager might ask for 'Word-Star' word-processing, because he learned it

on his brother's PC; however, the 'Word-Perfect' program has more and newer features and also is compatible with what is in use in the rest of the company."

"In counseling what software to use, we must take the long view, on what's also best for Congoleum," says Beavers. "A strong level of standardization is desirable, for interchange of information, for disc swapping, and so on. Without standardizing, we would have the equivalent of the Biblical Tower of Babel, where every PC would be using a different language. It is for this reason that Apple Computer machines were 'retired' from service earlier this year."

### A Self-Help Stance.

"When we had only the IBM main-frame, the Systems Department would write the programming for each project, and counsel continually with top management. But there was often a long delay for others who needed computer aided data analysis. The PCs are helping to change this picture."

The micro-computers now enable each department to undertake its own computer projects immediately, with no waiting, Brown said.

The Systems Department installs programs on the PCs and gives start-up guidance, but cannot provide day-to-day counseling to the many PC users, because Systems doesn't have the staff. Therefore, Brown says, in order to make this opportunity work, users must do some learning on their own.... "There's no short-cut to the mastery of this technology."

However, Congoleum people can and should take advantage of consulting offered by software manufacturers. Each program company has a "hot-line" specifically to help users work out any "glitches" in running a program, such as Lotus 1-2-3. "They expect to serve you," he urges, "so call upon them."

### A No-Copy Policy.

Because a few unscrupulous consumers illegally copy software instead of buying it, some software has

## Good news for future PC buyers

Congoleum has established a national contract with Zenith Corporation which permits all employees to purchase Zenith computer hardware and software at a 45% discount.

For complete information, please contact Floyd Beavers, Systems Department, General Office.

built-in "finger" devices to tell them Congoleum opposes these built-in devices, because occasionally, there are urgent, legitimate emergency use copy a program (such as a power cut that erased a program). Congoleum (any unauthorized program copying.

"It's important to show that Congoleum is ethical," says Beavers "because corporate honesty builds our case for eliminating the anti-copying guards, to allow for genuine emergencies."

A worker who wants another copy of program should call Systems and, in likelihood, will get approval for the purchase.

### Mini-Computers

These mid-size computers are the "electronic brain" behind the new Automated Distribution Center. To get the complex programming, Brian Owig Manager Classification and Data Processing, at ADC worked with the Systems Group and the suppliers.

"We told the makers of the material handling equipment just what we want to control by computer, and their systems subsidiary wrote the program said Owig. It's taken two years of intensive work so far, and we still are in transition — putting it into action."

There are Status Mini-Computers at both Kearny and ADC, and a Systems Department worker also is based full-time at the Center.



PC training classes were coordinated by Loui Schiffer, Systems Department. Here Loui assists Art Humphrey.

### IBM Main-Frame

The company's large main-frame computer for two decades has been an electronic workhorse, handling the master data volume of billing, receipts, payroll, inventory, and much more. Now the main-frame has an entirely new "wardrobe" of modern software, generally increasing its versatility.

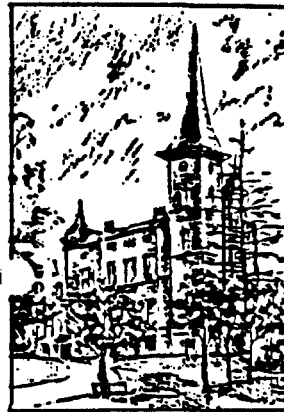
A special boon for workers in the Accounting area is the advent of desk-top units that hook directly into the

(Continued on page 4)

# Congoleum and Kearny — 100 years of building together

(Continued from page 1)

given the house a French name, "Belle Grove" (the source of our street name, Belgrave Drive). The end of today's drive, curving down to Passaic Avenue, was his scenic road down to a river landing.



General Philip Kearny's mansion, nicknamed "Kearny Castle."

In 1888 the foundations of Naim's factory were laid on the bare 10-acre field. His office building, in fact, is the small extension on the south side of what is now the General Office. The original structure was remodeled when the larger headquarters was built in the 1920's to conform in appearance. It now houses the Marketing Services Department.

Work on the factory buildings was slowed by a severe winter, but by midsummer 1888 production of both regular and primed linoleum had begun. Naim had brought with him a staff of Scottish workers experienced in the manufacture of floor covering. Among them was the first manager of the new factory, Peter Campbell. Campbell resided in Newark, and legend has it that he rowed across the Passaic to work each day. Having high faith in Scottish craftsmanship, Naim began importing other workers, too. Between the Naims and the Scots-owned Coats & Clark and Mills, established in 1875, and J & T Thred Mills, recruiting from Scotland soon made Kearny a "little Edinburgh." Between 1892-1914 (even though part of the town seceded as East Newark) Kearny grew from 8,000 to 20,000 population, with 54 local manufacturers employing 5,579 "hands." The families of these early textile workers were the nucleus of Kearny's population.

## Straight-Line Inlaid Linoleum

The first years in Kearny were prosperous. Additional land was purchased, buildings built, and machinery ordered.

In 1909 a decision was made to install a rotary machine to manufacture straight-line inlaid linoleum.

Unlike the creation of today's vinyl



In this 1950s picture, President F.J. Andre examines massive "straight-line" inlaid machinery; the worker shown, John Scott, worked at Congoleum for 51 years; his granddaughter now works at the General Office.

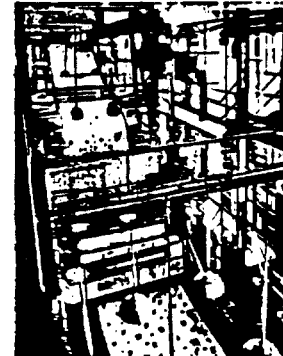
floor covering through the miracles of chemistry — manufacture of linoleum was laborious and time consuming. Cork, powdered wood, linseed oil and more had to be processed, mixed, "cooked," and sord before being pressed into flooring. The 1820s-30s Gold Seal "rugs" were printed products. Kearny-made patterned inlaid linoleum, however, was produced on a massive "straight-line" machine.

The enormous mechanism carried the sheets of linoleum composition from the patterning process through huge rollers where the pattern was cut out of the sheet and colored inserts were set automatically by the machine into the continuous sheet. Congoleum owned two of only three such machines in the United States.

New drying-stoves had to be built for the floor covering was fastened in 90-foot-high loops in the eaves and seasoned for weeks until it met standards of firmness and resilience.

By 1911 the first Kearny-made inlaid linoleum was ready for customers. It was called "Newark Inlaid."

"Straight-line" machines were in use well into the 1950s. John Scott, the grandfather of Ruth Scott, of the G.O.



This early "straight-line" inlaid linoleum machine stood three stories high.

Accounting Department worked at Congoleum from 1903-1964. He is pictured above, at the machine along with then Congoleum President F.J. Andre.

His family said he recalled Sr. Michael Naim urging workmen in "bat aside just 90¢ a week" to invest in the company. Few managed to do so — and it's hard to imagine what such an investment might be worth today in 1988!

Recalling the "era of linoleum," Walter Babbitt, Director of Sales Training, said that such inlaid products were "indestructible." In fact, he said, recently Holy Cross University in Boston pulled up a 1930s Congoleum floor from one of its buildings — and then installed it in another!

"It's important to realize, however," he reminded Congoleum News, "that this was a product for another era. Today, no one can put up with the constant maintenance that was required. Also, such flooring could not achieve outstanding colorations, which are vital in our modern fashion-conscious marketplace. After all, those were the days when all cars were black — and how many black automobiles have you seen around recently? The coming of vinyl flooring has opened up a whole world of floor styling possibilities."

In the early years, the company's sole sales agent was W.S.J. Sloane (the noted New York furnishings company). John Sloane, also a Scot, became a great friend of Sr. Michael Naim. By the 1920s, long after Sloane's death, expanded sales capability was needed.

Down in Marcus Hook, Pennsylvania, a former roofing materials maker had succeeded with a moderate-price floor covering called Congoleum. It was named for the source of the asphalt used in the felt base which came from the African Belgian Congo. In 1924, the two companies merged as Congoleum-Naim. The Naim family retained major holdings in the new corporation well into the 1950s, while continuing their manufacture in Scotland. The company produced Congoleum Gold Seal "rugs" and Naim linoleum.

In 1927, shortly after the merger, the

## Jeanne Reeves in new Accounting position



Jeanne Reeves

Jeanne Reeves has been promoted Supervisor of Billing and Promotion Administration, according to a recent announcement by Charles T. Wiggins, Manager Financial Accounting. In her new position, she will be responsible for directing domestic, international, and national account billing, as well as for the control of the distributor/retailer sales information needed for The Wonderful World of Congoleum program.

Jeanne joined Congoleum in 1985 and served most recently as Staff Accountant in the General Accounting Department. She received a B.S. degree in Accounting from Rider College and has successfully completed the Certified Public Accountant examination. ■



In this lefty "drying stove" building, 70° loops of flooring were fastened for cooling under high temperature for weeks. Garden floor.

present General Office building was constructed. The architect was a specialist in school building design.

Manufacturing buildings had been constructed constantly through the years, and by the 1940s Congoleum owned nearly all the land from Berg Avenue south to the start of Clark Street, from the river up to Belgrave Drive, a total of 60 acres, holding 81 buildings, in which 1900 people were employed.

As years passed, and the manufacturing facilities were transferred to Trenton, Marcus Hook, and Cedarhurst, most of the buildings were torn down or sold off. One of the largest now TSS Seedman's department store was the Congoleum warehouse.

(Continued on page 2)



## All About Us

This column appears periodically to keep you informed about the activities and achievements of your coworkers and their families. If you want to see your good news in print, contact Joanne Peern, X553, General Office.

Mike Junda, Sr. Systems Analyst at the General Office, has received the U.S. Army Commendation Medal for Brigade Soldier of the Year, while serving as Battalion Training Non-Commissioned Officer for the 1st Battalion, 311th Regiment, 2nd Brigade, 78th Division of the U.S. Army Reserves. After winning this coveted award at the battalion level, Mike, who serves as an Operations Sergeant at Ft. Freedom, N.J., competed and won at the brigade level, as well.

Eleanor Randall, Art Director at the General Office, has had her acrylic sculpture accepted at the Robin Hutchins Gallery, Maplewood, N.J.

Eleanor, who has only been working with acrylic sculpture for one year, has already sold her first piece, entitled "Cherry Float." Her work in this genre was prompted by a request for a glasslike sign by the Congoleum Product Department. Eleanor has exhibited in juried shows, and many of her paintings are in private collections.

Benjamin J. Carey, Jr., son of Bert Carey, Manager of Administrative Services, General Office, has been named a Distinguished Graduate of the U.S. Air Force Officers Training Program. Eligibility for the Training Program requires being in the top 5% of all Air Force personnel. As a Distinguished Graduate, each of whom must graduate in the top 10% of the class, Carey will have his name put before the Senate for recommendation for officer status as an Air Force Navigator. ■

## Congoleum and Keamy

(Continued from page 3)

As Congoleum stood at the brink of World War II, vinyl flooring was still far off. First there was the hectic wartime production period, and the many changes leading up to the present super-modern plants and facilities.

Still to be told, too, is the human side of a century-old company: the traditions, pastimes, working customs and anecdotes of Keamyites who have made up such a large part of the Congoleum Family. In the June issue, we'll continue the story of a company and town that have grown up together over the past 100 years. ■

## Add your part to our history

The Congoleum story won't be complete, unless you join in!

Much company history has never been written down, and now is preserved only in the memories of people who worked here, and their descendants. For Part II of this feature, in the June issue, we'd welcome anecdotes and photographs (we'll return pictures) about company traditions, events and people from early days through 1950. We also hope to hear about notable "dynasties," families who had many members working here over the years. What's the record — 10...12...15? Let us know.

To have your information considered for possible inclusion in the article, employees and retirees are urged to contact Joanne Peern, Congoleum News Editor, ext. 553, at the General Office by June 5. ■

## Welcome Aboard

General Office  
Kenneth Coughlin ..... General Counsel  
Lisa Whiteblech ..... Accounting  
Patricia Peern ..... Administrative Services  
Technical Operations  
Joseph Guerin ..... Engg/New Tech.  
Districts  
Murray Rubens ..... Atlanta

## Two CFI awards for Mildred Fernandez



Mildred Fernandez

Mildred Fernandez, Sample Distribution Supervisor, has recently received two Cash-For-Ideas awards for her money-saving recommendations.

The first plan, which yielded \$36, suggested color coding the tags on the mail bags for Royal Engineering Company, Cedarhurst, Marcus Hook and Trenton in order to assure delivery to the correct destination.

To earn her second \$36 award, Mildred wrote a special computer program to coordinate all information regarding the status of orders for Royal Engineering Company. This information can now be utilized by both the Sample Department and Customer Service. ■

## May Service Anniversaries

48 Years  
Edward Laskowski (Marcus Hook) 5/14  
Raymond Lines (Marcus Hook) 5/15  
Roy Husted (Marcus Hook) 5/24  
36 Years  
Samuel Wilson (General Office) 5/14  
18 Years  
Joseph Mann (Cedarhurst) 5/10  
Anthony DeFoe (Marcus Hook) 5/11  
Frank Harris (Marcus Hook) 5/11  
George Richman (Marcus Hook) 5/11  
Edward Dulin (Marcus Hook) 5/17  
David Freibertshauer (Cedarhurst) 5/17  
Dennis Mushinski (Marcus Hook) 5/17  
Charles Solomon (Marcus Hook) 5/17  
Donald Stewart (Marcus Hook) 5/17  
Paul Wilhelm (Cedarhurst) 5/18  
16 Years  
William Beggs (Marcus Hook) 5/10  
Charles Clark (Marcus Hook) 5/10  
Ernest Irving (Marcus Hook) 5/10  
Francis Matwiejewicz (Marcus Hook) 5/17  
Fren Polick (Chicago) 5/10  
Kenneth Thompson (Marcus Hook) 5/10  
Thomas Lawther (Marcus Hook) 5/14  
Joseph Brondzowski (Trenton) 5/17  
Robert Houston (Marcus Hook) 5/17  
Mark Meyer (Trenton) 5/17  
Harold Irving (Marcus Hook) 5/17  
William Meyer (Trenton) 5/17  
Joseph Ross (Marcus Hook) 5/17  
Michael Shockley (Marcus Hook) 5/17  
Michael White (Marcus Hook) 5/17  
John Shaw (Marcus Hook) 5/18  
Henry Edwards (Marcus Hook) 5/18  
Richard Duser (Trenton) 5/24  
Daniel Mazzoni (Marcus Hook) 5/25  
5 Years  
Brian O'Loughlin (General Office) 5/4  
Gus Pogorzelski (Trenton) 5/4  
Robert Reed (Trenton) 5/4  
Joseph Shields (Marcus Hook) 5/18  
Charles Whipple (Cedarhurst) 5/18  
Mark Tilton (General Office) 5/25  
Robert Stiller (General Office) 5/25

## Computer use

(Continued from page 2)

main-frame. This allows workers to data directly, instead of having to a printouts.

Demonstrating such a unit for Congoleum News recently, Laura Tarrant, of Accounts Payable, noted another advantage in the works.

"Previously," she said, "part of running this type of job has been to shut — running. If you needed figures from Accounts Receivable, or Sales had to run around and get them done. Soon, when all their data has been into the main-frame, I'll be able to check figures instantly, right at my desk."

The new programming, from GE Software International, also will allow managers with desk units to do much better data manipulation, to test out impact of "What If..." ideas about changing the timing or method of payments, for example. Learning to all the new computer capability takes some help, however, and Laura has GE software "hot line" number tape prominently on her phone.

"Congoleum people should not hesitate to call the 'hot line' for either PC or main-frame programming," Tarrant said. "After all, the people on the other end of the line are very motivated — they're things to run smoothly, so you'll like software, so far I've found them to be very helpful." ■

## "Winning Way"

(Continued from page 1)

individually to sales forces of all Congoleum distributors.

The emphasis is on information to help distributors to sell better, and to make more profits by taking part in Congoleum promotions.

Contents include a regular column by President Harry F. Pearson, bylined articles by experts on such concerns as go-op advertising, and features on successful retailer-distributor teamwork on promotions. Another feature, "Newsline," carries bulletins on regional activities and outstanding sales achievements. ■

## Retirements

Marcus Hook  
James Satterby ..... 40 years  
Edward Mader ..... 44 years  
James Rodgers ..... 38 years  
Perry Wilson ..... 38 years  
Trenton  
Frank Gigante ..... 34 years

**Congoleum** RESILIENT FLOORING DIVISION  
185 Belgrave Drive, Kearny, New Jersey 07032

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Congoleum News Staff:  
Joanne L. Peern ..... Editor  
Terry Kneiff ..... Newsletter Ink  
Edward J. Production Services  
Janet Kroll ..... Contributing Editor  
Editorial Representatives:  
Charles Whipple ..... Cedarhurst  
Sandy Nash ..... Marcus Hook  
James Snyder ..... Address Hook  
Dora Leach ..... Trenton  
Ed Bowman ..... Trenton  
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# Congoleum

## NEWS

JUNE 1986

### Company speakers address key industry conferences

Congoleum officials brought the company's sales and styling story to three major audiences in the past month, with presentations at major home-furnishings events.

President Harry F. Pearson, in an address to the St. Louis Flooring Council, urged retailers to "trade down,"

to boost sales and profits. While still advocating that salespeople start by showing the most expensive quality products carried, Pearson called it wise to "graciously trade down from the best products to more modestly-priced items," to vie successfully for the consumer's dollar.



President Harry F. Pearson addressed the St. Louis Flooring Council.

He also counseled retailers to sell kitchen floor covering in the context of the total room investment because — in

contrast to other outlays like appliances and cabinets — flooring offers the most obvious value.

During the May International Design Market in Chicago, which attracted interior designers from around the world, Regional Sales Manager Roger Clark conducted a luncheon seminar on color and design trends.

Attendees from five states, Clark reports, were especially enthusiastic over the mix-and-match concept of Now Floors and Custom Terrace/Terrace Tile.

As a result of this well-received event, Clark has been invited to present his talk again, as part of a July seminar on resilient flooring sponsored by the Chicago Merchandise Mart.

Leonard Ludovico, Vice President of Styling and Design, on June 1 was featured speaker at the annual meeting of the Northwest Flooring Association in Oregon.

He gave an overview of the industry's research and findings in color and design trends. He also advised retailers on how to "escape the price-cutting trap" by selling fashion, instead. Afterwards, 150 of the attendees requested Congoleum's Spectrum of Color brochures.

In addition to such outside addresses, Ludovico gives talks year-round on style trends and fashion selling techniques, for groups visiting the company's General Office.

At least four times a month Congoleum

(Continued on page 3)

### Personnel changes for six employees at General Office



H.N. "Skip" Feist



Kenneth F. Coughlin, Jr.



Michael Whitehead



David Gardner

Dallas Herald, Senior Vice President Finance, has announced the promotion of H.N. "Skip" Feist to the position of Controller. A member of the Congoleum Corporate staff since 1981 and of the Resident Division since 1984, Feist served most recently as Director of Operations Analysis. He is a CPA and holds a BA degree from Princeton University in Economics and Finance, as well as an MS in Accounting and an MBA in Finance from New York University.

He is married and a resident of Pine Brook, N.J.

Kenneth F. Coughlin, Jr. has been named General Council, according to an announcement by President Harry F. Pearson. Coughlin comes to Congoleum after six years as Assistant General Counsel for C.R. Bard, Inc., and before that as an attorney with a Newark law firm. With C.R. Bard, he had responsibility for all product, liability, and commercial litigation, acquisitions, contract drafting, and employment benefit issues.

A member of the New Jersey Bar and the U.S. Tax Court, he received a B.A. degree from the University of Massachusetts and a J.D. degree from Columbia Law School.

General Sales Manager Robert J. Hennessey has announced the promotion of Michael D. Whitehead to National Accounts Sales Manager. With Congoleum since 1981, he served most recently as District Sales Manager in Los Angeles. In his new position, he will be responsible for such major national accounts as Sears, Lowes, Scottys, W.S. Bedcock, and Stambaugh-Thompson. He graduated from the University of California at Santa Barbara with a B.A. degree in Political Science.

Mike, who is presently relocating to New Jersey, is married and the father of a daughter.

Anthony J. Maviglia, Director of Sales Administration and Control, has announced the appointment of David B. Gardner as Sales Operations Manager. In his new assignment, Dave will be

(Continued on page 3)

## Town and Company: a shared heritage of progress

This is the second of two articles celebrating 100 years of progress and achievement for Congoleum and its home town, Kearny, New Jersey. The first, in our May issue, dealt with earliest years of town and company, the physical plant, and early successful products.

Background music for any documentary film on either Congoleum or Kearny would require scoring for bagpipes and fife, because the Scottish roots for both are deep, and persist to this day.

When Sir Michael Hain of Kircaldy, Scotland, came to Kearny in 1886 to found the American flooring company that became Congoleum, he brought along Highland craftsmen. And for 80 years afterwards, Scots kept coming to earn to work here, many of them directly sponsored by the company. "For those families, the first mainland

soil they set foot on was Congoleum property," says Robert J. Digney, who retired in 1982 as traffic manager.

"As sponsor, a Congoleum official in the 1920s would collect the new arrivals at Ellis Island, take them on a barge through Newark Bay and up the Passaic River, landing right at the company dock by the warehouse."

Coming straight from Scotland, these immigrants brought strong traditions, including music-making. In the '20s, employees even organized a company band, complete with uniforms, pipes and drums. From boyhood, Digney remembers them parading up Belgrave Drive, "not for any special occasion that I know of — just to entertain the town's children."

Because Kearny and nearby towns had so many residents from the British Isles and Europe, their favorite sport v

wasn't baseball, but soccer. Before World War II, Congoleum had a soccer team that competed in an industrial league with teams from RCA, Western Electric

and other area industries. George Davis, a co-founder of the squad, was even chosen for the national Scottish-

(Continued on page 3)



Congoleum soccer team, early 1920s.

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## Town and Company: a shared heritage of progress (Continued from page 1)

American team, to play with an all-Scottish team.

Other after-work pastimes flourished in pre-war days. A basketball squad met at the YMCA, men's and women's softball teams played on company grasslands on Passaic Avenue. The General Office Auditorium was used for plays by an employee drama group, as well as for meetings of local fraternal lodges.

**Up until the 1920s, many factory hands had hot lunches delivered from home by their children.**

This involvement was possible because in those years up to 80 percent of the work force lived in the neighborhood, and the workplace was a "family affair" as well. The family of actress Madred Jacobs Raykowitz was not untypical, she, her brother George Davis, her father, mother and several aunts all worked at Congoleum. When Miss McCormick of the Billing Department began in the factory lab in '43, her father was foreman of the box-making shop and her uncle, sister, brother and his wife also were employees.



Madred McCormick

### Staying Power

Workers of that era also spent their whole long working careers with the company. Retiree Harry McGarry worked in the General Office more than 48 years, and his father put in over 50 years — a service total nearly equalling the life span of Congoleum. Some of the first employees even worked as long as 55 years; William Lohmann, retired

manager of both the Kearny and Trenton plants, explained how that was possible.

"When the first plant was going up in the 1880s, very young lads were hired as water-boys for the construction crew, then asked to stay on as factory hands...and often worked until age 70, before the day of mandatory age-65 retirement."

Ambitious youths like George Davis got working papers at 14 to become mailroom boys, going to high school at night. Davis rose to become Salesman of the Year and Atlanta District Manager during his 32 years of service.

A few workers had a special tie with Congoleum, because they lived in company housing. Built for the very earliest employees, these 20 modest single and two family homes on Clark and Wells Streets remained standing until the 1940s, and were cherished by tenants, who improved them over the years. The houses were nicknamed for the number in each cluster: "The Twelve Apostles," "The Four Shepherds," "The Three Wise Men" and "The Lone Star" — the last one a house right inside the plant gates, was occupied by the night watchman, Harry McGarry and Ms. Raykowitz each grew up in "Twelve Apostles" homes; Miss recalls her brother's co-workers coming in for lunch from the plant, just steps away.

Up until the 1920s, many factory hands had hot lunches delivered by their own children. John Scott's son remembers carrying his father's noon meal right to the plant, and stopping to feed huge goldfish in an outdoor water tank.

"That tank was meant as a reservoir, not an aquarium," Bill Lohman recollects with a chuckle, "and the 'mystery fish' were a company legend...no one knew how they got there. Every year, the tank would be drained and the fish disposed of, but some eggs must have been at the bottom, because new fish would appear. People always stopped to feed them, and they'd grow to the size of bass."

Warren Pauley, who has collected such Congoleum lore for the Kearny Museum since his 1980 retirement from



Overview of the damaged buildings from the tragic wartime explosion at Kearny.

the company, has learned about a turn-of-the-century feature of the factory that's so odd it could only have been an Old Country custom — a "vertical cloakhall."

This device was a rope loop hanging from a high ceiling pulley, with coathooks at intervals. Each worker would hang his coat, then pull the rope to propel it upward, rather like a roller bowl. "A thrifty use of space, in the Scottish tradition," Pauley notes.

### A Kearny Byword

The importance and prestige of Congoleum Corporation in the eyes of Hudson County residents and New Jerseyans state-wide was demonstrated by the election of a Congoleum top official to national office. Albert Wahl Hawkins became company president in 1926, board chairman in 1937, and in 1942 was elected United States Senator from New Jersey.

During more than 80 years of Kearny manufacturing, the company's presence in Kearny was felt in a physical sense as well as an economic sense. That's because the rumble of the gigantic straight-line inlay machine (a behemoth three stories high) set up vibrations that could be felt as far away as Kearny Avenue, a mile distant. A 30-year veteran of the plant, Sam McArthur, recalls, "You'd be walking down Kearny Avenue or Highland, and sense a sudden stillness, and realize that the big machine had just switched off."

The inlay operation also gave rise to a familiar nickname for Congoleum among old-timers — "the bologna factory." The label referred to sausage-like linoleum shapes (also called "doggles") which the machine sliced as inlay pieces for the flooring pattern.

The "bologna" was rationed sharply, however, as World War II loomed. Until Pearl Harbor, the company had produced quantities of heavy-duty "battleship linoleum" for the Navy. But at the outbreak of war, the fleet stripped its decks down to the steel, to prepare for battle. Furthermore, the government

asked the company to convert its products to war materials, manufacture only a minimal amount of flooring order to keep up the skill levels of group of key craftsmen.

The Congoleum men from Kearny Marcus Hook marched off to war, and women flocked into the plant, many them wives, mothers and sisters of departed servicemen, eager to do their part for the war effort.

**During World War II, the works were lit up 24 hours a day producing war materials.**

The works were lit up 24 hours a day with three shifts producing and loading goods onto trucks and trains. The river was filled with barges of raw material. Wartime plant manager Bill Lohmann said workers produced webbing strap for knapsacks and equipment, and hull shell casings for Naval cannons.

"Those steel 14" and 16" shells were as tall as a man," he says, "and so heavy that only one layer could be loaded into a railway gondola car."

The war material that proved the most dangerous to work with, however, was something one might not expect — camouflage netting. Intended to disguise equipment in the Pacific war zone, the nets had to be chemically treated to make them fireproof, waterproof and mildew-proof.

### The Hazards of War

Like many industrial firms selling for the nation, Congoleum was pressed to manufacture items through new processes, often in facilities designed for very different purposes. Crash production inevitably created hazards — in one wartime summer, the Kearny Observer reported three industrial explosions and fires in Kearny and Harrison. And on August 18, 1943, the Congoleum Kearny plant suffered the worst industrial accident in company history.

(Continued on page 3)



Congoleum choir of the early 1940s. Familiar faces to many at the General Office are, back row, left to right: Thom McKiever, Interior Designer (retired); front row, second from left, Audrey Peterson, Traffic Department; fourth from right, Angelo Marano, Payroll Supervisor; third from right, Edie Hasky, Administrative Services.

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## Personnel changes General Office

(Continued from page 1)  
responsible for the investigation and control of customer claims and reductions, as well as development of price schedules and other sales support information.

He was previously employed by BH & P, Inc., a credit card manufacturer, as Manager of Corporate Analysis. A graduate of the University of Missouri, he received a B.S. degree in Business Administration with a major in Finance. Dave is a resident of Florham Park, N.J.



Carole L. Miller



Joanne Boyd

Carole also announced the promotions of Carole L. Miller to Assistant Customer Service Manager and Joanne Boyd to Sales Operations Administrator.

In her new position, Carole will be responsible for sample and display shipments and for managing promotional and off-goods orders. With Congoleum for 13 years, she served most recently as Sales Operations Administrator.

Carole has one daughter and lives in Kearny.

As Sales Operations Administrator Joanne will be responsible for day to day monitoring of claims processed, processing national promotion credits, and researching and resolving unauthorized inductions. Joining Congoleum in 1981, she served most recently as Customer Service Representative.

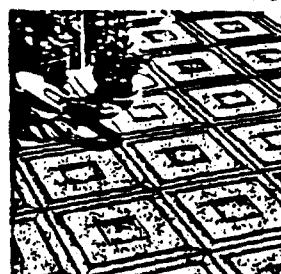
The mother of a son and daughter, Joanne resides in Kearny. ■

## New designs in Brightlife and Cushionflor introduced in June



**Brightlife**  
Sussex

"Sussex" offers fashion with simple sophistication in a contemporary overall design, available in 12-foot widths and three popular decorator colors: Almond/Tan, Pearl White, and Light Sky Blue.



**Brightlife**  
Millford Square

"Millford Square" provides a decorative design with the rich look of fired tile enhanced by embossed, hand-painted floral accents. It is available in 12-foot widths and five decorator colors: Almond/Sand, Sky Blue/Linen, Mauve/Sand, Golden Corn, and Light Green/Sand/Clay.



**Cushionflor**  
Montvale

"Montvale" presents classic old world dignity, beautifully accented with hand decorative elements. It is available in nine 12-foot widths in five rich colors: Almond, Light Regatta Blue, Buttermilk, Stagnant Moss, and Champagne.

## Town and Company: a shared heritage

(Continued from page 2)

At the heart of the site, tested camouflage nets hung in the #12 "drying stove" building, originally intended for curing floor covering. Volatile fumes built up. A stray spark, perhaps from static electricity, at 6 p.m. touched off an unforgettable explosion.

All of Kearny was rocked; the impact even shattered windows in Newark. The memory is vivid for former plant manager Lohmann, who was getting into his car at the nearby plant gate.

"I saw the whole thing rocket 700 feet in the air," he says, "and began running for my life, into the crane shed." Though knocked unconscious by debris, he fell fortunate when he saw that he had narrowly escaped a 300-pound concrete chunk that had landed in the front seat of his car.

"When I came to," he remembers, "a building seven stories high had become a 20-foot pile of rubble."

There were others injured, and some lives lost; the official insurance investigation acknowledged the risks caused by unfamiliar war-production processes, and hoped the costly lesson could prevent accidents elsewhere.

Mourning its tragedy, the company still moved to fulfill its obligation to armies needing camouflage protection material. Production was moved to a different building with added safeguards, and nets went to the Pacific on schedule.

### The Post-War Period

After V-E Day, Congoleum quickly resumed full-scale flooring output to serve the building and renovation boom, adding a plant to produce floor tiles. In 1951, the company entered the field of vinyl floor covering manufacturing by acquiring Delaware Floor Products, of Wilmington, Del., which had developed a sheet-vinyl product called "Florover" — a name still in use for our successful commercial product line. In 1953, Congoleum also acquired Stearns-Babcock of Trenton.

As the 1950s waned, all production was gradually shifted to the Trenton and Marcus Hook facilities. Kearny plant buildings were razed or sold, with the Kearny location concentrating on General Office functions of corporate administration, sales and service.

Change has occurred in the town of Kearny, as well. Where once its speech was flavored mainly by a Scottish burr and an Irish brogue, other accents now intermingle, including the lit of a growing Portuguese population.

Nevertheless, Kearny still merits its reputation as a Scots center. Gourmet publications continue to steer readers to Kearny Avenue for favorite Scottish foodstuffs from sources like the Royal Meat Shop, Stewart's Butcher Shop, the Scottish Bake Shop, Cameron's, Thistle Fish & Chips, and Argyle Fish & Chips.

The Scottish-American Club remains a popular tartan-carpeted haven. Local youth are still devoted to soccer — in 1983 and 1984 Kearny High School won the state championship. And pupils of

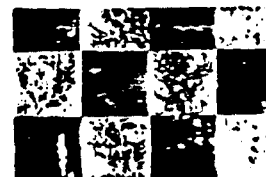
dance instructor Mary Stewart keep on winning contest medals for their spry Highland flings.

Celebrating its 10th anniversary this year, the Scottish Heritage Society of Kearny already has erected a monument to Scots hero David Wallace in Wallace Glen, a scenic area of Riverfront Park, and plans to place an Iona Cross there this fall, replicating the cross placed on the island of Iona, in Scotland.

Congoleum, like Kearny, is modern-minded, committed to living in the present and building for the future. For most of us today, clan tartans are simply attractive plaids. Yet, it makes good sense to honor the best traditions of the past.

For that reason, when the Heritage Society holds its annual gathering in Wallace Glen this September, many Congoleum employees without a drop of Scots blood in their veins will stop by... munch a scone, to hear the papers strung up "My Bonnie Lassie." Watching kilt dancers whirl, and looking down the river, one might imagine hearing the thrir Michael Naim murmur, "Aye, it's a vera, vera promising place to start our American venture in."

FOOTNOTE: For welcome information and recollections, many thanks to: Employees Walter Babbitt, Maisie McCormick, May MacCallum, Shirley Matulalis and Ruth Scott; Retirees Robert J. Digney, Mildred Jacobs Raykowitz, William Lohmann, Harry McGarry, Warren Pauley and the Kearny Museum and Public Library. ■



From the 1920s to the 1940s Congoleum produced a flooring line named after Kearny. Spelled to replicate the pronunciation of its town's name, "Kearny" was a solid Scotch tartan product.

## Company Speakers (Continued from page 1)



Roger Clark conducts a luncheon seminar on color and design trends at the International Design Market in Chicago. He hosts groups of retailers and distributor staff members for plant tours and briefings on color and design. Director of Sales Training Walter Babbitt, in charge



Leonard Ludovise advises retailers to sell fashion at the Northwest Flooring Association show meeting.

of the tour project, estimates that more than 1,800 persons will hear the presentations during 1986. ■

### 13 at Trenton become certified Examiners



The newly certified ADC Examiners with their department supervisors and managers are, from the left, Manager of Quality Control Fred Storzel, Distribution Manager Jerry Krzyzowski, Ed Meier, Ed Young, Dominick Trellen, Ron Branson, Keith Guzman, Frederick Reddy, Ronald Palmer, Bob Hall, Dave Erwin, Donald White, Gary Henry, Bob McLoughlin and Elmo Smith, and Line Supervisors Mike Clarke and Brian Brimfield.

On April 29, Trenton Plant Manager Donald J. Boone awarded certificates of qualification as Examiners to thirteen wage roll employees. Recipients, who operate the new, highly automated examining lines in the Automated Distribution Center, received extensive on-the-job and classroom training. During approximately eight hours of

sessions, participants gained an understanding of examining procedures and a familiarity with the voice recognition unit and the computer system in use in the ADC. Plant tours acquainted them with the total manufacturing process and also equipped them to determine where and how a product defect might occur. ■

### June Service Anniversaries

**48 Years**  
John Moore (Marcus Hook) 5/24  
Hersey Jones (Marcus Hook) 5/25

**20 Years**  
Walter Newell (Marcus Hook) 5/6

**15 Years**  
John Papi (Marcus Hook) 5/26  
Richard Scott (Marcus Hook) 5/7  
Joseph Weichert (Marcus Hook) 5/2

**10 Years**  
Lorraine Irwin (Marcus Hook) 5/2  
Claude Hendricks (Marcus Hook) 5/7  
Bascom Steele (Marcus Hook) 5/7  
Charles Whitehead (Marcus Hook) 5/7  
George Williams (Marcus Hook) 5/7  
Henry Johnson (Marcus Hook) 5/14  
Leroy Phillips (Marcus Hook) 5/14  
Alonso Stanley (Marcus Hook) 5/14  
Robert Callison (T.O.C.) 5/21  
Michael Dumont (Los Angeles) 5/21  
Gerard McHale (Marcus Hook) 5/21  
Edgar Narmore (Marcus Hook) 5/21  
Thomas Orendac (Trenton) 5/21  
James Proctor (Marcus Hook) 5/21  
Joseph Della Velle (Trenton) 5/26  
Frank Sietelnaki (Marcus Hook) 5/26

**5 Years**  
Michael Clarke (Trenton) 5/6  
Irvin Harmon (Trenton) 5/8  
John Keleny (Trenton) 5/8  
Wieslaw Leczycki (Trenton) 5/8  
Barclay Rockwood (T.O.C.) 5/15  
Louis LeBue (Trenton) 5/29

### Retirements

Cedarhurst  
Norman Gesell ..... 41 years  
Brenwood Lockard ..... 40 years  
Marcus Hook  
Clayton Fleming ..... 43 years  
Francis Proffitt ..... 44 years  
Trenton  
Benjamin Novembre ..... 37 years

### Welcome Aboard

General Office  
Richard Helle ..... Purchasing  
Aldene Michell ..... Systems  
David Gardner ..... Sales Operations

### CFIs for five at Cedarhurst and Marcus

#### Cedarhurst

Two money-saving suggestions brought a total of \$1,414.75 to Wilbur G. Fourham, Jr. of Cedarhurst. In his first plan, Wilbur suggested that



Wilbur G. Fourham, Jr. of Cedarhurst receives his CFI award from Joseph Fowler, Jr., Plant Manager, and Fraser Martin, Quality Control Manager.

during the winter when waste heated with steam at the filter ammonia nitrogen and ortho (should be added to the filter) the water clarification process. In another award-winning idea suggested reducing the amount recirculating water at the waste treatment plant, thereby decreasing amount of steam needed to heat water and saving on electrical.

#### Marcus Hook

Art Mozzoni received \$80 for to remove the air control box at Press unwind in order to eliminate vibration and potential damage changes.

An award of \$50 went to Steve Marchalszyn for his idea to install valves on the Widen pumps to maintain air pressure and thereby improve waste cleaning pumps.

Rex Brock's idea to change procedure in order to eliminate to and raising ink pens when scrub cylinders in 26 Press won him \$50. Jim Mullaney won \$40 for his suggestion to pin the doctor blade O'Brien drum in order to facilitate oil

### TOC views tapes about Industrial chemicals

Employees at TOC recently viewed three tapes explaining the correct handling of industrial chemicals. The tapes, produced under New Jersey's recent "Right to Know" legislation, were shown seven times at TOC during the week of May 26.

The first tape presented an overview of the state's right-to-know policy which requires that employees be informed about the nature of the chemicals in their workplace. The second and third tapes concerned the correct storage and handling of corrosives, irritants, combustibles and flammables. Participants completed questionnaires about the material before and after each viewing.

Employees at Cedarhurst have also viewed the right-to-know tapes, and sessions are currently underway at Marcus Hook. Workers at Trenton are scheduled to see them in the coming weeks. ■

### Successful golf outing at Delaware Gap

On Saturday, May 10, 27 Congoleum golfers and their guests, representing TOC, Trenton Plant, Marcus Hook and the General Office, traveled north to the Delaware Water Gap Country Club for the company's first golf outing of the season. The trip was organized by Mark Michalak and John Schesee (both TOC) with Art Miller (TOC) and Donna Robbins (General Office) taking care of the photography and video taping.

After a relaxing motor coach trip, the golfers took to the links at noon. Following an afternoon of play and then a full-course dinner, trophies and door prizes were awarded.

**Low Gross** John Schesee (TOC) 82  
Chris Buhner (guest) 85  
**Low Net** John Kelly (guest) 73  
Jim Maheshki (Trenton, retired) 73  
Closest to the Line Pete Cusack (TOC)



Mark Michalak, left, TOC, presents Low Gross trophy to John Schesee, TOC.

The evening concluded with a sack lunch putting contest in the dining room between Bob Callison (Trenton) and Peter Callison (guest).

After this most successful event, all participants are looking forward to the July 12 golf outing at the North Hampt Valley Country Club, Richboro, Pa., when Frank Savage (General Office) will be defending last season's win. ■

### Congoleum

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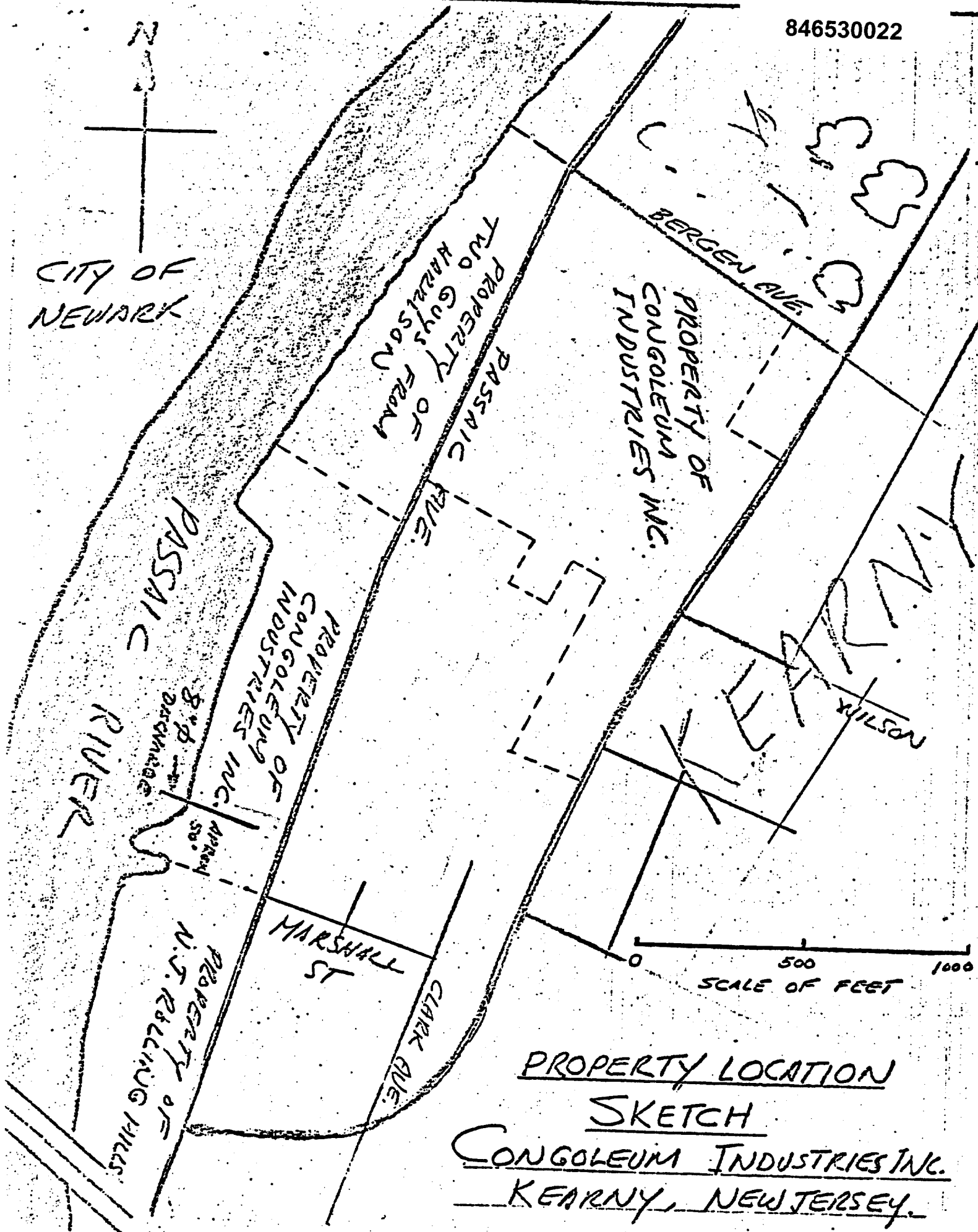
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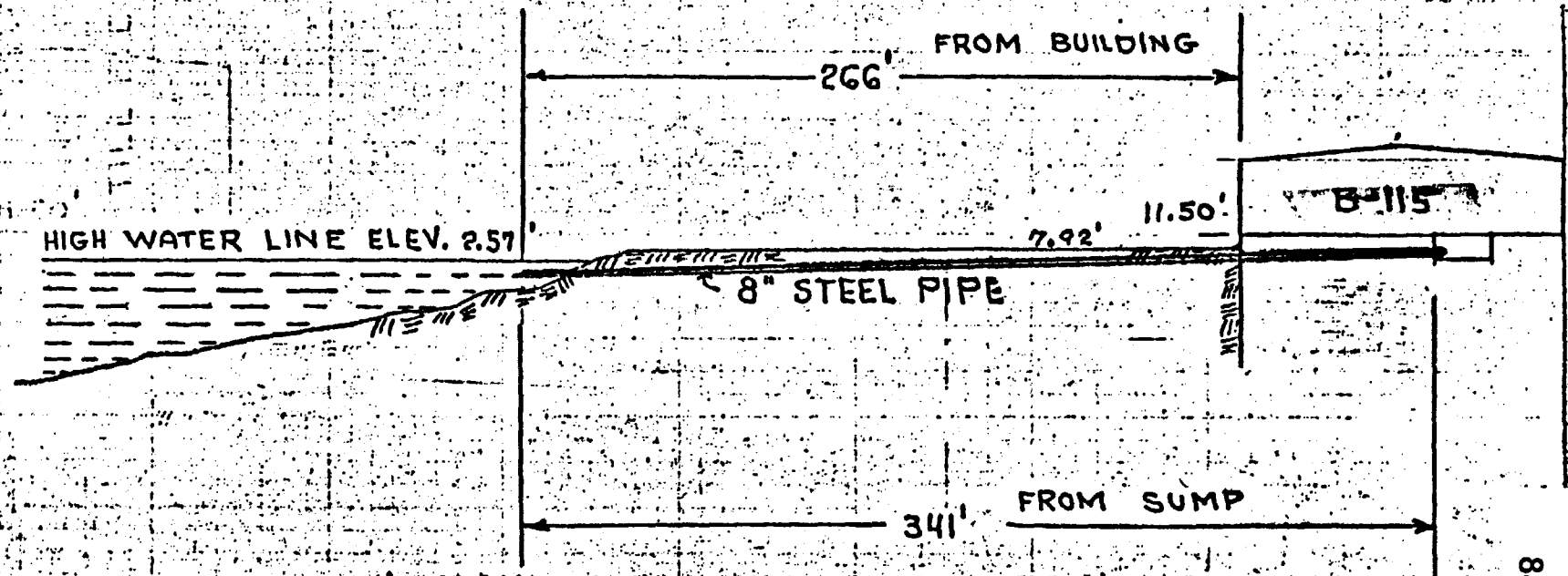
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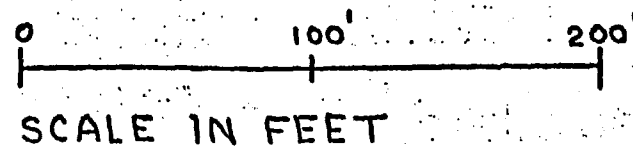
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